



Charlotte City Council  
Economic Development Committee  
Summary  
March 27, 2019

---

**COMMITTEE AGENDA TOPICS**

Committee Priorities from Council Retreat (No Action Required)  
Business Investment Grant Program (No Action Required)  
Business Recruitment Update (No Action Required)  
Trade, Transportation, and Logistics Conversations Update (No Action Required)

**COMMITTEE INFORMATION**

---

**Committee Members Present:** James Mitchell (Chair), Ed Driggs (Vice Chair), Julie Eiselt, Justin Harlow and Matt Newton

**Additional Council Present:** Tariq Bokhari

**Staff Resource:** Tracy Dodson, City Manager's Office

**Meeting Duration:** 12:00p.m. – 2:00p.m.

**ATTACHMENTS**

---

1. Agenda – March 27, 2019
2. Presentations – Economic Development Committee Priorities, Business Investment Grant, Business Recruitment Update and Trade and Logistics Conversations
3. Handout – Economic Development Pillars

**DISCUSSION HIGHLIGHTS**

---

Chairman Mitchell called the meeting to order and asked the audience to introduce themselves. He introduced the agenda items and congratulated Tracy Dodson, Assistant City Manager, on her appointment as President of the NAIOP Commercial Real Estate Development Association Board.

**Committee Priorities from Council Retreat**

Ms. Dodson provided an overview on the committee priorities discussed at the Council Retreat in January, which included:

- Workforce Development
- MWSBE Capacity Building
- Innovate Charlotte
- Business Investment Grant Redesign
- Small Business Accelerator

- Great Places/Opportunity Zones (identify areas of opportunity, create a pathway and establish measures)

The committee had discussion about ranking the priorities (short and long term), Economic Development budget and additional staff resources, and tracking of portfolio performances (i.e. CRVA). The *Existing Businesses* pillar was renamed *Talent Development* as a result of priorities and discussion at the retreat.

The committee also expressed interest in coordinating a lunch-n-learn session for the Gartner Study for newer members of committee and to plan annual developer forums to share information on the economic development market.

Staff will continue conversations with the committee at their meeting in April to review and vote on the priority items to develop a strategy.

#### **Business Investment Grant Program**

Lori Lencheski provided the committee with a recap from their meeting in February of the Charlotte-Mecklenburg Business Investment Program and shared information on peer city research in the cities of Dallas, Austin, Nashville, Phoenix, and Atlanta.

Staff will continue work on peer city research and add additional target sector industries in International Businesses, Headquarters, Energy, and Power as well as identify a new approach to remain competitive, using a matrix-based program based on priorities. Plans are underway to revise the approval process for Closed Sessions and Council's exposure to projects. Staff will engage consultants and local stakeholders to review target industry findings to create a framework for the program.

#### **Business Recruitment Update**

Fran West provided an overview of business recruitment efforts to date including prospects, market outreach and milestones ahead. Work will continue on updating communication materials, coordinating roundtable discussions with stakeholders, and conducting a tech talent study and facilitate relocations.

#### **Trade, Transportation and Logistics Conversations Update**

Alexis Gordon provided an overview of the Trade, Transportation, and Logistics Conversations event which was held on March 19. Businesses and community partners in the region convened to share information on Charlotte's existing presence as a global trade and logistics hub. Breakout strategy sessions included topics on: Business to Business Supply Chain Issues, Talent Development Needs and Barriers to Business Growth.

Future meetings will be held to formulate a work plan to improve the business climate and create a strategy to address business needs.

#### **Charlotte Gateway District Update**

Fran West provided an update on the Charlotte Gateway District project. She noted a Request for Qualification will go out to seek developer partners for a multi-middle transportation hub. Staff is also providing marketing materials for interested parties.

Meeting adjourned at 2:00p.m.